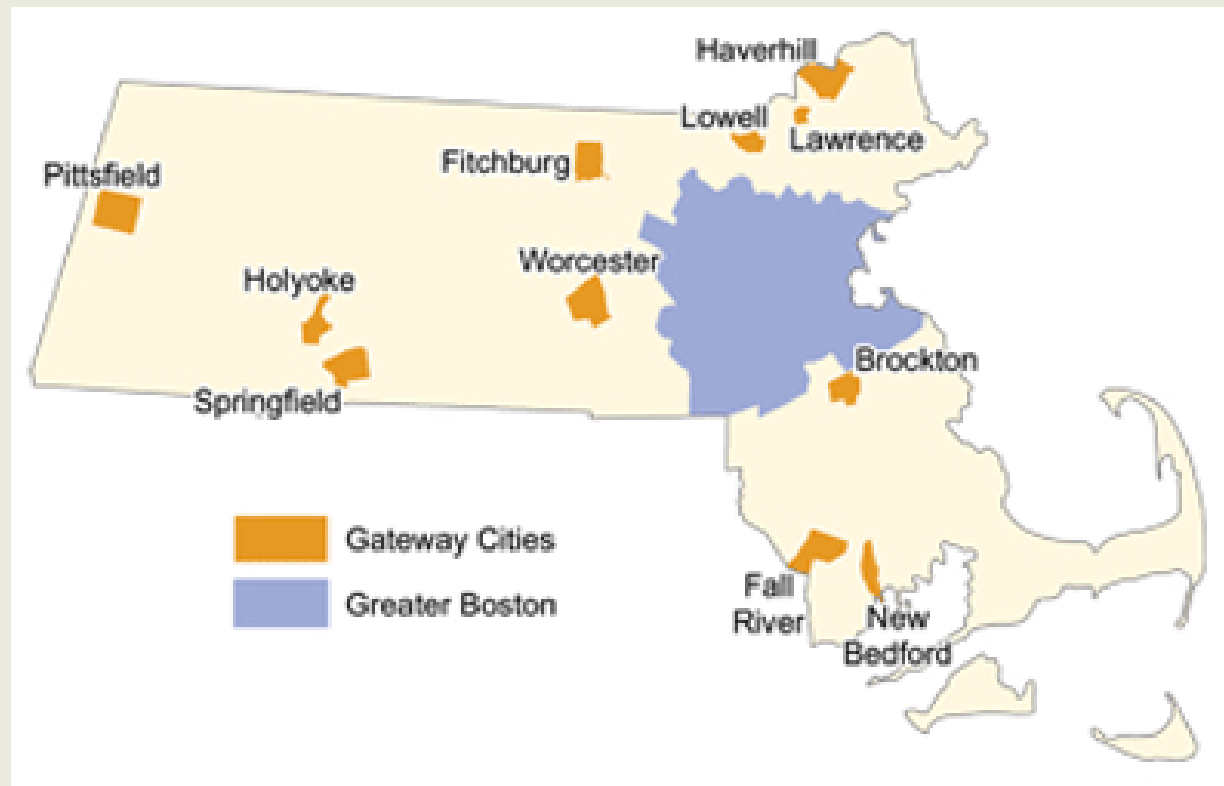




NEW BEDFORD “GATEWAY CITY”





CREATIVE ECONOMY



- **CREATIVE ECONOMY REPRESENTS 3% OF EMPLOYMENT IN CITY**
(COMPARES TO 1.62% NATIONALLY AND 2.58% STATEWIDE)
- **ANNUAL PAYROLL OF \$26.75 MILLION**
- **AHA NIGHT – ARTS, HISTORY, AND ARCHITECTURE**
AHA!, a nonprofit formed in 1999 dedicated to promoting New Bedford's art, history and architecture, for marketing and promotion of the arts.



STRATEGIC PLANNING



○ **STRATEGIC PLANNING EFFORTS DESIGNED TO UNLOCK
NEW BUSINESS**

**DEVELOPMENT OPPORTUNITIES IN THREE OF THE CITY'S
COMMERCIAL**

AREAS;

- The Acushnet Avenue & The Upper Harbor
- The South End/Route 18 Gateway
- The Historic Downtown



STRATEGIC PLANNING – UPPER HARBOR



UPPER HARBOR & ACUSHNET AVENUE COMMUNITY VISIONING PROCESS

- Goal: to engage a broad range of stakeholders to create a community-based "vision" for the future of the Upper Harbor
- Recommendations:
 - emphasis on public access to and along the riverfront,
 - facade and streetscape improvements along Acushnet Avenue,
 - redevelopment of underutilized mill buildings
 - creation of a river walk area.
 - community workshop that drew more than 160 participants.



NEW BEDFORD “GATEWAY CITY”





STRATEGIC PLANNING – DOWNTOWN



OBJECTIVES INCLUDE:

- development of task force of business stakeholders
- create framework to link planning, business development, programming efforts, and capture the creative economy sector.
- identifying sites suitable for redevelopment that would serve as a strong catalyst for other area reinvestment,



SOUTH END ROUTE 18 GATEWAY PLAN



**MASSDEVELOPMENT AND PLANNING AND TRAFFIC CONSULTANT
VANASSE HANGEN BRUSTLIN, INC., ARE WORKING TO DEVELOP THE
SOUTH END GATEWAY**

- Objectives include improvements to the connectivity between Route 18 and the Clarks Cove area
- encouraging the redevelopment of several large and underutilized parcels for a variety of beneficial uses.
- identify potential roadway and streetscape improvements
- propose urban design guidelines for key redevelopment parcels



HISTORIC MILL INVENTORY



Objectives of this mill inventory are to:

1. Identify mill sites that will provide the greatest redevelopment opportunities that are consistent with the city's economic development strategies, infrastructure needs, environmental and land use planning requirements.
2. Identify mill structures that possess significant architectural or historical value and reflect the unique character and identity of the community.

101 mill sites and structures were surveyed as part of this inventory





UNIVERSITY PARTNERSHIPS



UNIVERSITY OF MASSACHUSETTS DARTMOUTH

THE REDEVELOPMENT OF THE FORMER STAR STORE IN DOWNTOWN NEW BEDFORD HAS CREATED THE NEW BEDFORD CAMPUS OF THE COLLEGE OF VISUAL ARTS A COMPREHENSIVE ARTS COLLEGE WITH BACHELOR'S AND MASTER'S PROGRAMS

BRISTOL COMMUNITY COLLEGE





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SOUTHCOAST RAIL PROJECT



THE TARGET DATE FOR BEING OPERATIONAL IS 2016. THE ROUTES BEING RECOMMENDED ARE:

THROUGH STOUGHTON USING DIESEL OR ELECTRIC COMMUTER RAIL TO SOUTH STATION IN BOSTON.

THROUGH MIDDLEBORO, USING THE MIDDLEBORO LINE TO SOUTH STATION, BUT WITHOUT MAKING IMPROVEMENTS TO THE OLD COLONY MAIN LINE. THE COMMUTER RAIL OPTION IS EXPECTED TO COST \$1.4 BILLION



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